

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

HARTSVILLE, SOUTH CAROLINA

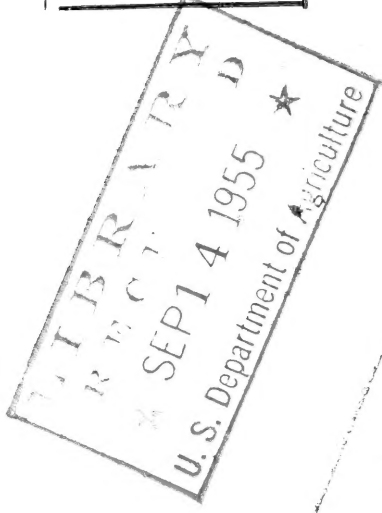
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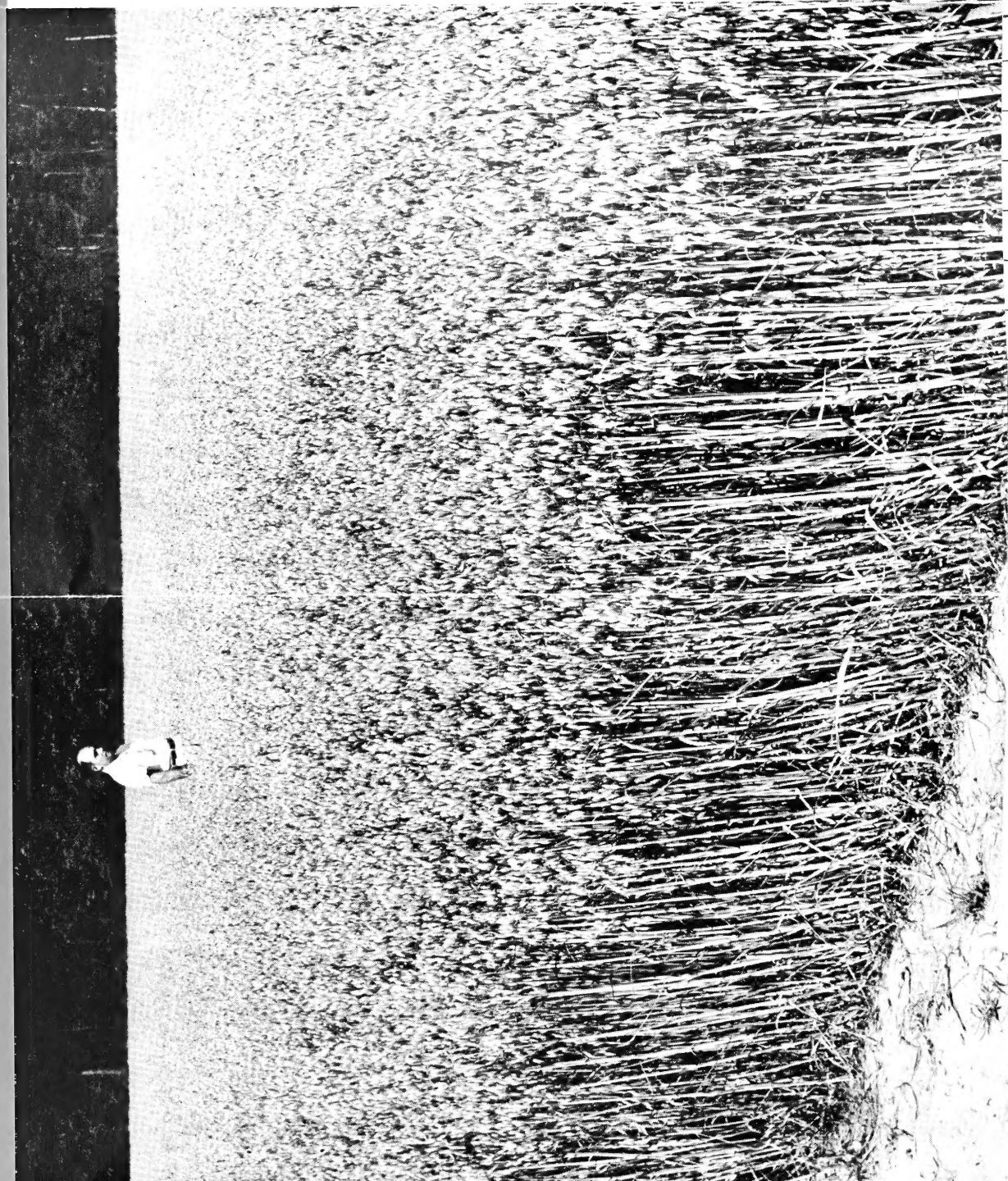
U. S. Dept. of Agri.

Washington 25, D. C.

The South's Number 1 Oat

COKER'S VICTORGRAIN 48-93

1955 BREEDER'S REGISTERED SEED



Outstanding Performance Record

Victorgrain 48-93 oats were first distributed in limited quantities in 1951. By 1954, 66 per cent of the oat acreage planted for certification in North Carolina, South Carolina, Georgia, Alabama and Mississippi was in this variety. The official record of Victorgrain 48-93 in USDA and Experiment Station variety tests appearing elsewhere in this folder, together with many written and verbal statements which have come to us from satisfied growers, is convincing evidence that this variety is the South's No. 1 Oat.

DESCRIPTION

PLANT: Semi-procumbent—profuse tillering. Cold resistant, ideal height—about the same as original Victorgrain. Will not interfere with lespedeza or similar crop where interplanted.

SMUT RESISTANCE: Resistant to most races, susceptible to one race.

RUST RESISTANCE: Highly resistant to prevalent races of crown rust. Susceptible to race 101.

BLIGHT RESISTANCE: Significantly more tolerant than previous strains.

SEASON: 7 to 10 days earlier than Leconte, Forkeddeer, Arlington, Lee.

HEADS: Long and well-balanced.

STRAW: Very stiff, storm resistant. Ideal for combining.

GRAINS: Larger than in strains previously grown. Attractive, bright, resisting weather stain. Plump, well-filled groat, high feed value.

PRODUCTION: One of the best varieties which we have bred or tested.

UNIFORMITY: The most uniform variety that we have ever released.

PRICES

1 to 16 bushels	\$3.75 per bushel
16 to 48 bushels	3.65 per bushel
48 bushels and up	3.50 per bushel

Quotations on larger quantities furnished upon request.

These Oats Treated With New Improved Ceresan

Shown at left is Victorgrain 48-93. Picture is on an increase field on our farms in Hartsville. Note the stiff, straight straw and long, well-filled heads, typical characteristics of this variety. Mr. Max E. Jones, our assistant to the sales manager, is shown in the picture.

ORDER BLANK

Date_____19____

COKER'S PEDIGREED SEED CO.

Hartsville, S. C.

Please enter our order for seed listed below:

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT	
	TOTAL			

Name _____

Address _____ R.F.D. No. _____
or Street _____
Address _____

Shipping Address _____

() Check here if you wish seed shipped when ready, Shipping
otherwise give shipping date you prefer. Date _____

SHIP BY FREIGHT ()

EXPRESS ()

PARCEL POST ()

ORDER BLANK

CUSTOMER'S REPRESENTATIVE

Harvesting S. C.

Please enter the date of seed harvest

DATE OF SEED HARVEST

TOTAL

THE
FARM
EQUIPMENT
CO.
INC.
P.O. BOX 100
MILWAUKEE, WIS. 53201

From _____

FIRST CLASS

Permit No. 3

SEC. 34.9, P. L. & R.

HARTSVILLE, S. C.

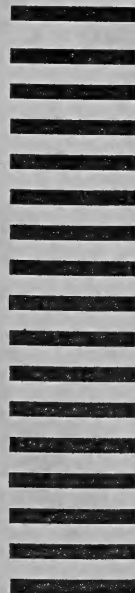
**BUSINESS REPLY ENVELOPE
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COKER'S PEDIGREED SEED COMPANY

The South's Foremost Seed Breeders

HARTSVILLE, S. C.



AN OUTSTANDING PERFORMANCE RECORD

VICTORGRAIN 48-93 LEADS IN COMPARATIVE TESTS CONDUCTED IN THE SOUTH

SOUTH CAROLINA

Victorgrain 48-93 led all commercial varieties in tests conducted in 1953-1954 at Pee Dee Experiment Station with 91.7 bushels per acre. Led in same test conducted in 1952-1953 with 100.7 bushels per acre.

GEORGIA

In the 5-year average of tests conducted by the Georgia Experiment Station in the Piedmont, Victorgrain 48-93 was second only to Fulgrain among seven competing varieties. Yield: Victorgrain 48-93—100.8 bushels per acre; Fulgrain—100.9 bushels per acre.

In the 4-year average of 16 tests conducted from 1952-54 by the Georgia Experiment Station in the Coastal Plains area, with 7 competing varieties, Victorgrain 48-93 led all varieties with 62.4 bushels per acre.

NORTH CAROLINA

On or near the top in average of 1954 tests conducted at all locations in Coastal Plains and Piedmont areas of North Carolina by North Carolina Experiment Station.

ALABAMA

In the 3-year average of 39 tests conducted in Northern, Central and Southern Alabama from 1953-1954 by the Agricultural Experiment Station of Alabama Polytechnic Institute, Victorgrain 48-93 led in 27 and tied for first place in the average of the other 12.

MISSISSIPPI

In the 4-year average tests conducted by the Mississippi Agricultural Experiment Station (1949-1953) at six locations, Victorgrain 48-93 led 11 competing varieties with 61.3 bushels per acre.

MAINTAINING AN IMPROVED STRAIN

Our breeding program insures the release each year of a scientifically maintained strain of Victorgrain 48-93. Behind each bag of registered seed of Victorgrain 48-93 are eight years of intensive breeding and testing for purity, quality and superior performance. Every year our breeders select many thousands of superior individual heads of Victorgrain 48-93 from our increase fields. Through an elaborate program of scientific breeding and testing, they are able to isolate eight years later the one most outstanding strain from the many thousands originally selected. At the same time, they have increased the seed of this strain during the same eight year period in sufficient quantity to release it as registered seed.

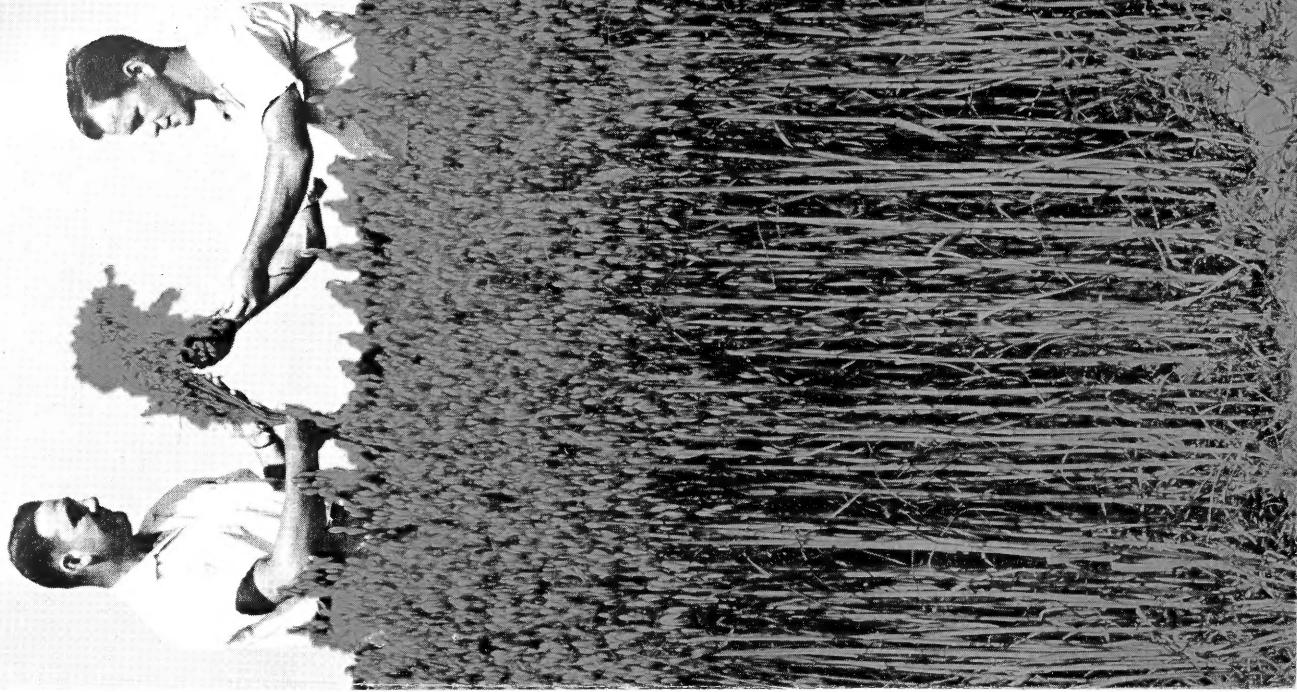
Our conclusions are supported not only by our own tests but by hundreds of others conducted by State Experiment Stations throughout the South. With all this data in hand, our breeders decide which strains shall be re-selected for further increase and which shall be discarded. Farmers are thus assured

that registered seed of Victorgrain 48-93 is derived from the strain showing the best blood line of the many thousands originally selected.

Seed of this strain are thoroughly cleaned, processed, treated, bagged and sealed in bags bearing our Red Heart trade mark and official O.K. tag, plus the official certification tag of the South Carolina Crop Improvement Association.

By this method of selecting the best from the best, we are able to release each year a strain superior to the original parent.

Visitors to our nurseries are always impressed with the enormous amount of care, detail, money, time and effort that we invest in making available to the farmer pure, high quality seed of improved varieties. Our breeding techniques, processing equipment and methods, backed by long years of experience, are all aimed at the one objective of placing in the hands of the farmer improved varieties that net more dollars per acre.



CUSTOMERS PLEASED WITH VICTORGRAIN 48-93

BEST VARIETY

"I believe your Victorgrain 48-93 oats is the best variety ever offered in this section."

B. C. Bynum, Shellman, Ga.

HIGHEST YIELDER

"Have been planting Victorgrain 48-93 oats for the past five years and have found it to be our highest yielder."

Watt A. Ellis, Jr., Centre, Ala.

GOOD GRAZING

"I am highly pleased with Victorgrain 48-93 both from the grazing standpoint and also the yield per acre."

L. H. Smith, Opelika, Ala.

WELL PLEASED

"We are particularly pleased with Victorgrain 48-93 oats."

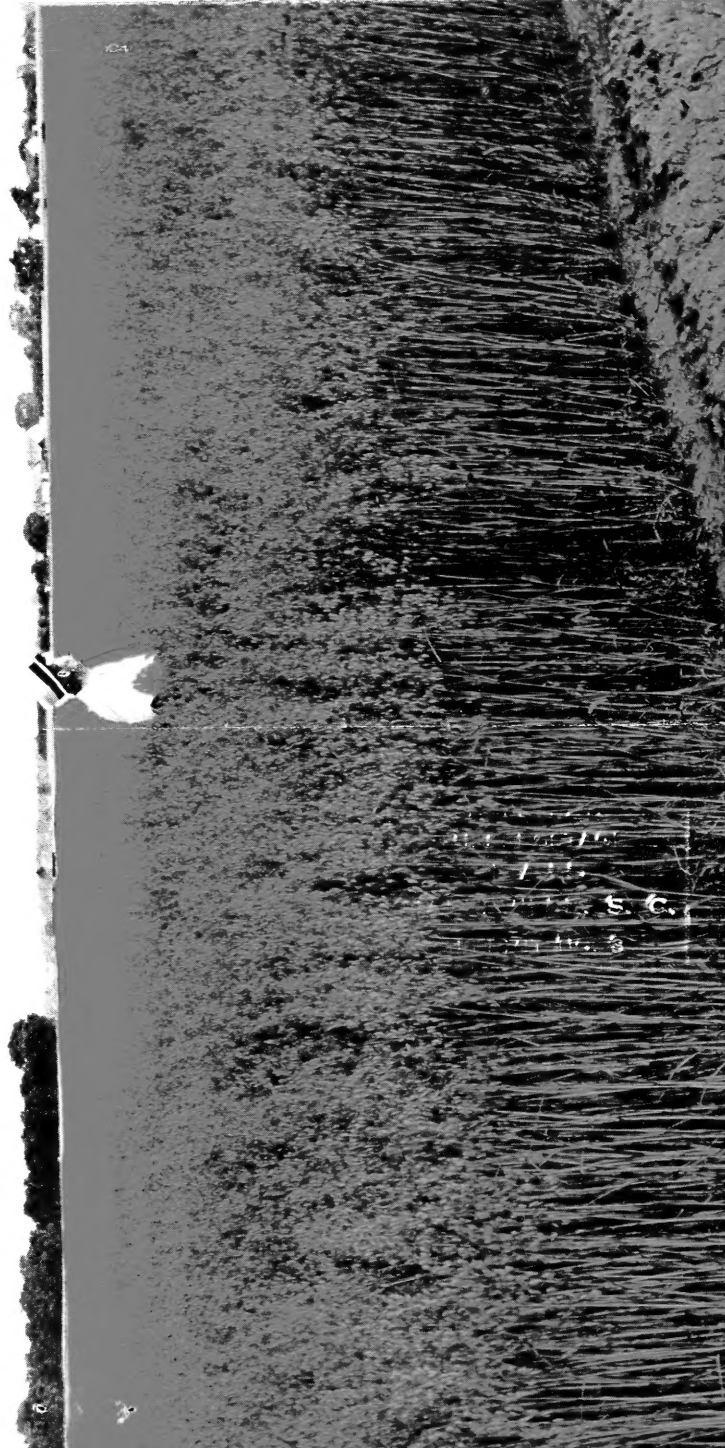
J. Roy Martin, Jr., Anderson, S. C.

BEST OATS

"Victorgrain 48-93 are the best oats I have ever grown."

Chas. M. Coble, Greensboro, N. C.

Our sales manager, Mr. J. W. Talbert, stands more than waist deep in a field of Victorgrain 48-93.



IMPORTANT NOTE

Victorgrain 48-93 is resistant to the races of crown rust now generally prevalent in the U. S. Although it is not considered resistant to Helminthosporium blight that caused some losses in 1948, it is more tolerant of that disease than many other Victoria derivatives being grown at that time. Of the three races of smut prevalent in the South, Victorgrain 48-93 is highly resistant to two, and susceptible to one. We recommend that all planting stocks of oats, regardless of variety be treated with Ceresan, as this precaution is good insurance against the development and spread of all seed-borne diseases, including smut.

TERMS AND CONDITIONS

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

REGISTERED SEED: All of our pedigreed fall grain seed are classified as "BREEDER'S REGISTERED SEED" and are tagged with the purple tag of the State Crop Improvement Association. We are the original source of seed of Victorgrain 48-93 and Fulgrain oats and Coker 47-27 wheat from which blue tag certified seed can be produced.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests, and increase fields. They are ALL bred, grown, prepared, tested, and stored under our personal supervision and control.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality — no matter what variety is planted.

FAR SUPERIOR

"I planted other varieties of oats, but Victorgrain 48-93 were far superior."

W. B. Francis, Davisboro, Ga.

82 BUSHELS PER ACRE

"My yield averaged 82 bushels per acre on 30 acres. I grazed 60 head of cattle on them three months. I cannot say too much for these oats."

A. J. Lazenby, Eclectic, Ala.

GOOD COMBINATION

"Victorgrain 48-93 oats have all the characteristics of a good oat combined with the capacity to outyield any variety I have ever known."

Benton D. Dargan, Darlington, S. C.

HIGHLY PLEASED

"My customers are highly pleased with Victorgrain 48-93. They report 15 to 20 bushels per acre higher yield by using breeder seed."

John Edd Ferguson, Leslie, Ga.

VICTORGRAIN 48-93

OATS

- HIGH YIELD
- RUST RESISTANCE
- STIFF STRAW
- EARLY, ABUNDANT GRAZING
- EARLINESS
- PLUMP, WELL-FILLED GRAINS



COKER'S PEDIGREED VICTORGRAIN 48-93 1955 SEASON



COKER'S PEDIGREED SEED COMPANY

Hartsville



South Carolina

The South's Foremost Seed Breeders

